

A. M. CASSANDRE

(1901-1968)

Jean Adolphe Mouron was born in Ukraine in 1901.

He studied painting at the Écoles des Beaux Arts in Paris, but at the age of 22, he turned to designing posters, under the name Cassandre.

Cassandre's posters celebrate the luxurious transport and modern machine technology of his day.

Cassandre used stencils and an airbrush to create his posters, and drew upon the styles of Cubism and Futurism (an Italian variation of Cubism) for his inspiration.

Cassandre's work is typically Art Deco and his posters embody the style of that classic design period from the late 1920's to the mid 1930's.

In 1926, Cassandre co-founded the advertising agency Alliance Graphique.

Alliance Graphique created many of the classic designs of the 20th century and evoked a particularly French style that characterized the Parisienne lifestyle.

Cassandre believed that *"Designing a poster means solving a technical and commercial problem....in a language that can be understood by the common man."*



Cassandre was the first graphic artist to simplify his designs so that they could be read from fast moving vehicles.

Cassandre was also the designer of the art deco typefaces: *Bifur* (1929), *Acier Noir* (1935) and *Piegnot* (1937).

Cassandre only used capitals in his designs as he believed that they were more legible, especially when seen on a large scale.

The way Cassandre links his typography with his images is one of the hallmarks of his design.

